

	<u>Industry</u>	<u>P.M.</u>	<u>R.J.R.</u>
	<u>Sales</u>	<u>Sales</u>	<u>Share</u>

Scenario 1: P.M. meets 3rd Quarter 1987 Forecast,
R.J.R. matches 3rd Quarter 1986 Volume.

3rd Qtr. 1987:	134,005 -2.4%	52,079 -0.8%	38.86 +0.66	44,462 0.0%	33.18 +0.80
Load	9,261	2,848		6,413	
1st 9 months:	408,242 -2.4%	153,351 +0.2%	37.56 +1.00	135,818 -0.2%	33.27 +0.76

Scenario 2: P.M. misses 3rd Quarter 1987 by 500 million,
R.J.R. matches 3rd Quarter 1986 Volume.

3rd Qtr. 1987:	133,505 -2.8%	51,579 -1.8%	38.63 +0.40	44,462 0.0%	33.30 +0.92
Load	8,761	2,348		6,413	
1st 9 months:	407,742 -2.6%	152,851 -0.1%	37.49 +0.93	135,818 -0.2%	33.31 +0.80

Scenario 3: P.M. misses 3rd Quarter 1987 by 1 billion,
R.J.R. matches 3rd Quarter 1986 Volume.

3rd Qtr. 1987:	133,005 -3.2%	51,079 -2.7%	38.40 +0.17	44,462 0.0%	33.43 +1.05
Load	8,261	1,848		6,413	
1st 9 months:	407,242 -2.7%	152,351 -0.4%	37.41 +0.85	135,818 -0.2%	33.35 +0.84

Scenario 4: P.M. misses 3rd Quarter 1987 by 1.5 billion,
R.J.R. matches 3rd Quarter 1986 Volume.

3rd Qtr. 1987:	132,505 -3.5%	50,579 -3.7%	38.17 -.06	44,462 0.0%	33.55 +1.17
Load	7,761	1,348		6,413	
1st 9 months:	406,742 -2.8%	151,851 -0.8%	37.33 +0.77	135,818 -0.2%	33.39 +0.88

Scenario 5: P.M. exceeds 3rd Quarter 1987 by 300 million,
R.J.R. matches 3rd Quarter 1986 Volume.

3rd Qtr. 1987:	134,305 -2.2%	52,379 -0.2%	39.00 +.77	44,462 0.0%	33.11 +.72
Load	9,561	3,148		6,413	
1st 9 months:	408,542 -2.4%	153,651 0.4%	37.61 +1.05	135,818 -0.2%	33.24 +.73

Scenario 6: P.M. exceeds 3rd Quarter 1987 by 300 million,
R.J.R. matches 1st 9 months 1986.

3rd Qtr. 1987:	134,512 -2.1%	52,379 -0.2%	38.94 +.71	44,669 +0.5%	33.21 +.83
Load	9,768	3,148		6,620	
1st 9 months:	408,749 -2.3%	153,651 +0.4%	37.59 +1.03	136,025 0.0%	33.28 +.77

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